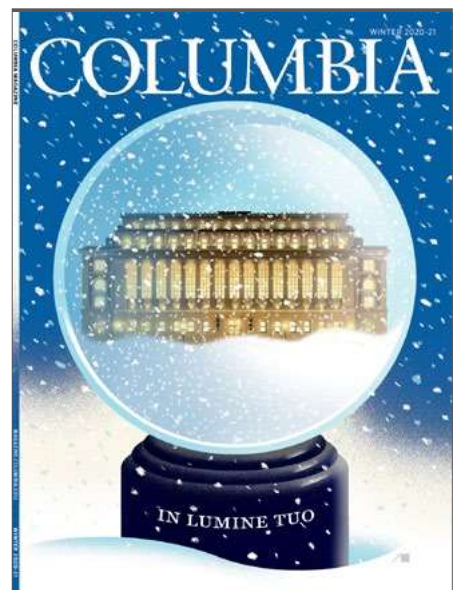
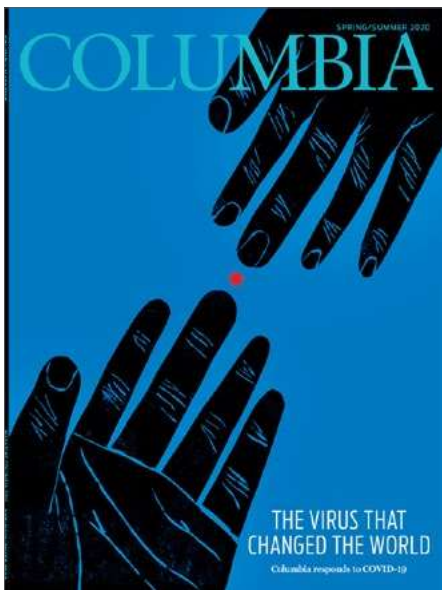


47 Years of Editorial Excellence

Target Marketing to Reach an Exceptional Audience

2022 COLUMBIA MAGAZINE MEDIA KIT
National Rates



Politics & Policy Arts & Culture Science & Innovation



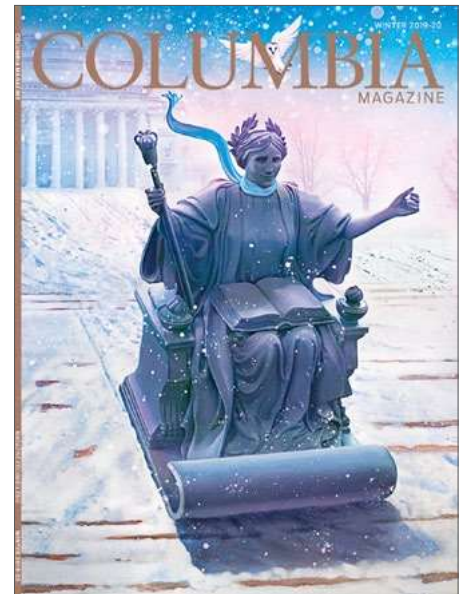
COLUMBIA MAGAZINE is produced three times per year for graduates of the university's 17 undergraduate and professional schools—from the sciences and medicine to law and business to the liberal and fine arts. Trustees, faculty, donors, and other global influencers also receive copies.

With original reporting on both the world and the university, the magazine consistently earns high approval ratings from alumni. In fact, *Columbia Magazine* is the winner of more than 40 national awards for writing, design, and photography.

Columbia Magazine's audience is exceptional—more than 300,000 highly educated, active, and influential leaders in their fields and communities.

Our Alumni

- Affluent* Median household income: \$225,000+
Median value of primary residence: \$750,000+
Median estimated net worth: \$1,300,000+
- Active* 79% plan to attend a museum/art gallery opening in the next year
56% plan to attend a concert in the next year
52% plan to buy financial services in the next year
49% plan to take continuing education classes
42% expect to stay in a luxury resort in the next year
Alumni took an average of 3.5 domestic trips and 1 international trip in the past twelve months
- Educated* 90% have professional, master's, or doctoral degrees
- Influential* 33% are the primary decision maker at their place of employment



“Best alumni magazine I’ve ever seen! I always read it cover to cover, and then pass it on for others to read.”

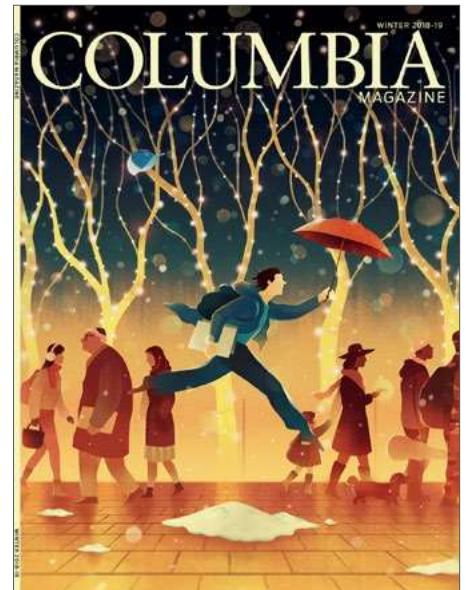


COLUMBIA MAGAZINE delivers fascinating articles that highlight Columbia graduates and faculty who are shaping the world. It sheds light on university priorities while engaging readers—inspiring, challenging, and surprising them.

The magazine embodies Columbia's spirit of originality and intellect by voicing diverse views, telling the truth as seen, and bringing passion and energy to vital issues.

Our readers are intensely interested in the magazine and the stories of their university, and that provides a powerful environment for your marketing message.

Our engaged audience includes over 150,000 readers in metro New York (NYC/NJ/CT), 52,000 readers on the West Coast, and 47,000 international readers.



An Engaged Audience

93% of alumni read the magazine

92% say they have learned something new by reading the magazine

85% say the magazine is a high-quality publication

75% agree that the magazine makes them proud to be an alum

“Great publication with a wide array of articles to appeal to alumni in all vocations.”

Advertising Rates

National: All rates are net. Dimensions for full-page ads do *not* include .125" bleed. Bleed size is 8" x 10.75"

	Ad Size	Dimensions	1x	2x	3x
Premium	Inside Front Cover	7.75" x 10.5"	\$14,430	\$12,990	\$11,550
	Inside Back Cover	7.75" x 10.5"	\$13,900	\$12,510	\$11,010
	2-Page Spread	15.5" x 10.5"	\$24,500	\$21,640	\$19,240

Display Ads	Full Page	7.75" x 10.5"	\$13,115	\$11,800	\$10,490
	2/3 Vertical	5" x 10.75"	\$9,990	\$8,990	\$7,990
	1/2 Horizontal	8" x 5.5"	\$8,740	\$7,870	\$6,990
	1/3 Vertical	2.25" x 9.875"	\$6,240	\$5,620	\$4,990
	1/4 Square	3.375" x 4.625"	\$4,990	\$4,490	\$3,990

Classifieds	Display	2.25" x 2.25"	\$1,250	\$1,120	\$1,000
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Page Size 7.75" x 10.5"

Dates	Fall 2022	Winter 2022-23	Spring / Summer 2023
Space reservations	July 13	November 16	March 15, 2023
Materials due	July 25	November 28	March 27, 2023
Magazine in-home	September 12	January 16, 2023	May 15, 2023

Contact

To take advantage of this unique and cost-effective marketing opportunity, please contact advertising representative Bonnie Goldstein. Materials requirements also available on request.

Bonnie Goldstein
 (516) 639-1778 | bonnie@mbgmediasales.com

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